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**INTERNET
WORLD****Show me the way**Suzanne Baran. Internet World. Cleveland: Mar 15, 2001. Vol.7, Iss. 6; pg. 65, 3 pgs[» Jump to full text](#) Author(s): Suzanne BaranPublication title: Internet World. Cleveland: Mar 15, 2001. Vol. 7, Iss. 6; pg. 65, 3 pgs

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Full Text (1772 words)

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[Headnote]

TIME FOR WIRELESS CARRIERS TO DELIVER

WIRELESS CARRIERS throughout the nation are grappling with deadlines. By October 2001, the Federal Communications Commission wants them to deploy technology that will allow emergency service providers to pinpoint the exact location of 911 calls from wireless phones. They were supposed to register their methods with the FCC by now, but many have missed that deadline, and they are not certain how they'll meet it this year.

The ALI (Automatic Location Information) the carriers are supposed to provide will not only tell paramedics where a cellular subscriber is, but can also inform advertisers and m-commerce companies. Carriers want to leverage the expensive technology they're installing, and a host of new companies are ready to step in to help them make money once the carriers are ready.

Why aren't the carriers meeting their deadlines? Some want more time to decide between handset-based or network-based technologies. Others need leniency. "The independent providers offering solutions of GPS [Global Positioning System] handset or network solutions would like the FCC to relax the Phase II implementation," says Elliot Hamilton, director of the global wireless group at the Strategic Group.

Some carriers are undecided on what to do. "There are still open issues with implementation," says Daniel Grosh of the Wireless Telecom Bureau. As a result, more than half of wireless carriers failed to meet the first deadline. AT&T Wireless hasn't decided which technology to use, AT&T says its technology won't be ready to meet the deadline, and Nextel Communications asked the FCC to waive the requirement. VoiceStream Wireless says it will implement Elm services as scheduled, but a company spokesperson cautions that "it remains to be seen whether the equipment will deliver on time."

Even though these carriers will have new revenue streams from location-based devices, they have to make sure their choice is the most profitable one. Some operators are on track to meet the deadline. Sprint PCS chose a handset-based system and plans to start selling GPS-enabled handsets in mid-tool. Verizon Wireless chose the network-based system. Seeing that most carriers aren't ready, the FCC postponed the date it required carriers to begin selling and activating automatic identification wireless phones from March 1, 2001 to October 1, 2001.

An Orwellian Scenario

Once carriers get their act together and choose a network- or handset-based solution, primitive location-based services such as directories, maps, and local information will be offered, based on a user's location. Users will be able to buy local products and services, but at what cost? Whenever they're in range of an aggressive marketer, they may have to contend with being alerted about products and services.

And the privacy debate rages on. Some argue that users should be able to decide whether they want to participate at all or have partial to full involvement. Will carriers make these services useful without being intrusive? We don't have the answer yet, but the FTC convened with industry representatives and privacy advocates such as the Electronic Privacy Information Center (EPIC) in January to address the issue. EPIC wants to regulate the new wireless content segment, and industry representatives spoke at great length about the advantages of the new technology and its uses.

One indicator that the issue won't subside any time soon is the recent formation of the Wireless Location Industry Association, which includes eight wireless companies banking on the success of locationbased services. The FTC is appealing to Congress to set privacy standards for ecommerce, but doesn't yet have a position on wireless mobile commerce.

Wireless service providers are leaning toward regulation, but the privacy standards sought by wireless industry advocates like the Cellular Telecommunications Industry Association are more rigid, requiring end users to "opt in" by actively contributing to gathering information. The "opt-out" standard, in which users uncheck a box on an online form, is considered a more lenient standard.

While the debate continues, mobile marketing companies are stepping into the fray to push their agendas, and advertisers are clamoring to inundate users with product information. SalesMountain, a leading wireless direct marketer of advertising and promotional content, claims it has delivered more than 60,000 active sales from more than 16,500 offline and online retailers and service providers. Its distribution alliance includes AT&T Wireless, Nextel, OracleMobile, and Sprint PCS, according to Charles Hymowitz, managing director for marketing and technology.

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Strategy Analytics predicts a \$16 million market for wireless location services by 2005. Many of those services will probably be used in automobiles. "There's success in audio-based location services, and it'll be successful for automakers," predicts Hamilton of the Strategis Group.

One company in this new field is InfoGation, a telematics software and services developer that connects cars to the Internet, specializing in location-based information services and e-mail. The services are "driven" to the car by wireless data and voice technology. InfoGation recently launched Odyssey 2000, an in-vehicle navigation application with real-time traffic updates. Motorists receive alerts about traffic events through a moving map display and text-to-speech updates.

General Motors' OnStar division is testing this kind of location-based marketing through a service dubbed Virtual Advisor that will provide an automated, cellular-based maitre d' on virtually every GM automobile. Drivers

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The car can also transmit real-time information to mechanics, who can view a Web site that displays the car's ailments. Drivers can protect their privacy by enabling or disabling the location-based features. If the car is stolen and reported by the owner, police can locate the vehicle and turn off the engine from a remote location.

Navigation and traffic alert services are helping drive location-based services, according to Hamilton, and not only in cars. These services will primarily be handset-based. One navigation niche player is Televigation. In June, the company introduced its Snap-to-Map real-time address location system. The user-interactive network presents turn-by-turn navigational directions to specific addresses. Recently the company teamed up with Airbiquity, a wireless voice and data solutions integrator, to announce GPS-enabled, voice-activated, location-driven applications.

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Forrester Research predicts that over the next two to three years wireless developers will offer enhanced network platforms to support such services. Innovative companies implementing location-based technology realize that execution alone won't suffice. Companies need to extrapolate information that's useful and enjoyable. Two companies that are mixing location with pleasure are AirFlash, a location-based wireless applications provider, and nGame, which has developed multiplayer games for wireless devices based on user location. AirFlash and nGame are partnering on a location-based game.

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Location-sensitive m-commerce is another budding offshoot of location-based technology. Analysts caution, however, that the sector won't be as essential to consumers as location-based content. Nevertheless, swarms of companies are hoping to overturn analysts' predictions with new technological developments that offer user convenience. Late last year, Coca-Cola and go2Systems signed an agreement to provide an application that indicates the location of the closest fast-food outlet, convenience store, or gas station that offers Coca-Cola products.

After you drink that Coke, you can shop without waiting in checkout lines thanks to Palm handhelds and electronic wallets backed by Visa. You'll be able to point your Palm at a point-of-sale terminal, get an electronic receipt, and leave the store in minutes. The Palm e-wallet will also keep a record of payments and allow you to receive coupons and offers from merchants.

Electronic payment is becoming a hot sector of m-commerce. No longer a niche market, e-payment transactions will top \$22 trillion by 2005, according to Ovum Research. Whether such projections are realized or not, third-party location-based vendors' success hinges on one thing: the looming October 1st deadline, which Hamilton says, "will be tough for operators to hit."

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IDC Australia expects that m-commerce will only comprise a small percentage of Internet commerce. IDC analyst Joel Martin thinks airline tickets and stocks will be the first points-of-sale, but that less time-sensitive sectors won't be impacted until the number of mobile Internet users increases substantially.

So in the near future, be sure to look out for companies making location information easier and quicker to access.

[Author Affiliation]

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Abstract , Full Text

PC phone use grows; [2 Edition]**Dominion.** Wellington, New Zealand: Jan 23, 2001. pg. IT.20[» Jump to full text](#)

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 Column Name: *e-business*
 Section: ADVERTISING
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[RQT=309&VInst=PROD&VName=PQD&VType=PQD&sid=1&index=5&SrchMode=1&Fmt=3&did=000000068909508](http://proquest.umi.com/pqdweb?RQT=309&VInst=PROD&VName=PQD&VType=PQD&sid=1&index=5&SrchMode=1&Fmt=3&did=000000068909508)

More Like This [» Show Options for finding similar documents](#)**Abstract** (Document Summary)

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While only five per cent of today's PC users make voice calls from their computers, the increasing range of services, technology improvements, and ease of use of services are factors driving the "e- calling" market, Ovum analyst Peter Hall says.

Ovum says PC-to-phone IP telephony will become more common thanks to better technology and the increasing ease of use

Full Text (267 words)*Copyright Independent Newspapers, Ltd. Jan 23, 2001*

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E-calling services have been available in many countries, including New Zealand, for several years.

They allow phone calls to be made from a PC connected to the Internet, anywhere in the world, to an ordinary telephone.

Free PC-to-phone calling is available worldwide from services funded by banner advertising that is displayed on computer screens during online conversations.

These free services have boosted consumer awareness of e-calling, Mr Hall says, though analysts question their long-term business viability.

"Future growth in e-calling will be led by major portals that are ideally positioned to charge for calls as well as use advertising to support their costs.

"Many portals will expand their offerings to cover PC-to-PC calling and thus provide a full range of consumer telephony services."

He says these service providers are the global consumer telcos of the future.

Ovum also forecasts growth for the **budding** mobile **location** services market, which it says will have a value of nearly US\$20 billion (NZ\$45 billion) a year by 2006.

Users of services will increase from just two million this year worldwide, to a whopping 560 million by then, Ovum says.

[Illustration]

Caption: Ovum says PC-to-phone IP telephony will become more common thanks to better technology and the increasing ease of use

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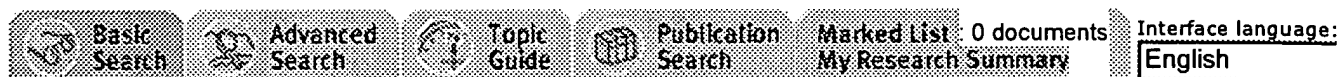
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WORLD****Show me the way**Suzanne Baran. Internet World. Cleveland: Mar 15, 2001. Vol.7, Iss. 6; pg. 65, 3 pgs[» Jump to full text](#) Author(s): Suzanne BaranPublication title: Internet World. Cleveland: Mar 15, 2001. Vol. 7, Iss. 6; pg. 65, 3 pgs

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[Author Affiliation]

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Abstract , Full Text

**CellPoint Unwire and Mint Start M-Commerce Cooperation***Business Editors. Business Wire. New York: Feb 28, 2001. pg. 1*[» Jump to full text](#)

People: [Mossberg, Patrik](#)
 Companies: [CellPoint Inc](#)
 Author(s): [Business Editors](#)
 Publication title: [Business Wire. New York: Feb 28, 2001. pg. 1](#)
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 ProQuest document ID: 69095464
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More Like This [» Show Options for finding similar documents](#)**Abstract** (Document Summary)

"Mint's customers are already able to use their mobile phones while shopping in stores," said Patrik Mossberg, Managing Director of Mint. Through the Unwire agreement, all Mint users will also be able to pay in unattended situations such as car washes, parking meters, coffee machines and vending machines-situations when people now and then suffer from a lack of coins. "The Unwire agreement is a natural, strategic step for Mint, which will bring us closer to our vision: The mobile phone could replace the wallet. The deal gives us also access to Unwire's skills and products within wireless telemetry as well as access to their distributors and system integrators," added Mossberg.

Unwire AB (www.unwire.com) is a wholly-owned subsidiary of [CellPoint Inc](#). Unwire develops and manufactures wireless telemetry terminals, designs wireless applications and is considered to be a leading company in the world for innovative wireless telematics services. Unwire has four universal GSM server telemetry terminals, the UP 100, UP 200, GT-1 and GT- 3. Each can be used for measuring, control, communication and positioning. Unique software is written for each new application allowing for fast integration and deployment for vehicle related and non-vehicle related telemetry and tracking solutions. Unwire's programmable telemetry terminal servers are integrated with the CellPoint System Platform enabling a broad range of applications for wireless remote management and control.

Full Text (649 words)

Copyright Business Wire Feb 28, 2001

STOCKHOLM, Sweden--(BUSINESS WIRE)--Feb. 28, 2001--~~CellPoint~~ Unwire (www.unwire.com), the wireless telemetry division of ~~CellPoint Inc.~~ (NASDAQ:CLPT) (www.cellpoint.com) announces a cooperation agreement with Mint AB (www.mint.nu), a Swedish company offering services enabling customers to make purchases with mobile phones.

The companies will cooperate to promote each other's products and services within telemetry and M-commerce for vending machines and other payment applications.

"Mint's customers are already able to use their mobile phones while shopping in stores," said Patrik Mossberg, Managing Director of Mint. Through the Unwire agreement, all Mint users will also be able to pay in unattended situations such as car washes, parking meters, coffee machines and vending machines-situations when people now and then suffer from a lack of coins. "The Unwire agreement is a natural, strategic step for Mint, which will bring us closer to our vision: The mobile phone could replace the wallet. The deal gives us also access to Unwire's skills and products within wireless telemetry as well as access to their distributors and system integrators," added Mossberg.

"The cooperation with Mint means that we can offer our system integration and industrial clients working payment solutions through mobile phones that work together with our own telemetry solutions for vending machines," said Michael Wallon, Vice President Market and Business Development at Unwire. "The agreement also gives us access to Mint's skills and products within the mobile shopping area."

Website: www.unwire.com, E-mail: info@unwire.com Unwire AB 13 Solna Torg, 3rd floor, Box 1449 SE-171 28 SOLNA, Sweden Phone: +46 (0) 8-446 64 00, fax: +46 (0) 8-446 64 10

Mint AB (www.mint.nu) markets an integrated payment and loyalty service (Mint) which enables its customers to buy goods and services just by using a standard mobile phone. In Mint's world, the mobile phone also works as a wallet, a database for all purchases and has advantages such as a show- window for interesting offers from dealers and advertisers. More than a hundred shops, restaurants, hairdressers and other businesses in Stockholm have already joined the Mint system. The company was founded in February 2000 by Fredric Ankarcrona, Wouter van der Wijngaart och Patrik Mossberg, and the service was launched in Stockholm in January 2001.

Unwire AB (www.unwire.com) is a wholly-owned subsidiary of ~~CellPoint Inc.~~ Unwire develops and manufactures wireless telemetry terminals, designs wireless applications and is considered to be a leading company in the world for innovative wireless telematics services. Unwire has four universal GSM server telemetry terminals, the UP 100, UP 200, GT-1 and GT- 3. Each can be used for measuring, control, communication and positioning. Unique software is written for each new application allowing for fast integration and deployment for vehicle related and non-vehicle related telemetry and tracking solutions. Unwire's programmable telemetry terminal servers are integrated with the CellPoint System Platform enabling a broad range of applications for wireless remote management and control.

~~CellPoint Inc.~~ (Nasdaq: CLPT, www.cellpoint.com) is a US company with subsidiary operations in Sweden, Great Britain and South Africa delivering location and wireless telemetry services in cooperation with cellular operators worldwide. ~~CellPoint's~~ end-to-end cellular location technology offers a high-capacity solution for unmodified GSM and uses standard GSM or WAP phones and standard Internet services. Several commercial applications are available for business and personal location services including Resource Managertm for mobile resource management, iMatetm for location-sensitive information and Findertm, an application for locating friends and family.

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